

GridEcon

The Economics of Smart Grid

A new conference organized by Clasma Events Inc.

Objectives

With the increasing awareness of the need of an information network to help manage the electric grid and make renewable energy a reality, by the creation of a Smart Grid (SG), there is a critical need to explore the economic realities and opportunities of the complex system that is the electric grid.

From justifying investments to be made by utilities, to opportunities for new entrants, the creation of a new real-time market for electricity and the impact of carbon and societal impacts and benefits, the economics of the grid needs to evolve at the same time that technology and policy issues evolve.

GridEcon is a new event to address this topic, organized by Clasma Events in partnership with GWAC, NIST, OASIS, EPRI, GridWise, EEI and other organizations involved in the development of the Smart Grid.

Key Topics

- Dynamic pricing of electricity
- Changing face of the electricity business
- Investment requirements and opportunities in Smart Grid
- Relevance of SG in the future carbon economy
- SG as a driver for economic development and job creation

Target Audience

- Utilities: strategic/financial planning, investments, customer services and deployment of SG
- Investment & financial communities interested in investments into the SG space
- Entrepreneurs working in or planning to enter new energy areas
- SG stakeholders: vendors, technology companies
- Utility regulators and policy makers: Federal, State and Local
- Electric consumer advocate groups
- Financial and business media

Event Details (all Subject to Change)

- Target dates sometime in the week of March 9 or March 16
- Venue is Chicago downtown area
- Anticipated size 100-150
- 6-15 Sponsors will be sought at various levels
- Attendee registration \$400-800 depending on attendee type (academic, gov, etc.)
- Schedule over 2 days (late start am first day, early end pm second day)
- Ideally Tuesday-Wednesday or Wednesday-Thursday
- Reception at end of first day
- Plenary sessions at start and end of conference
- Break into two tracks in the middle of the conference:-
 - Developing the Smart Grid Market Place/Platform
 - Opportunities from Smart Grid Deployment

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